



Library Director's **REPORT**

March 2023

FEBRUARY'S HIGHLIGHTS

From around the library system....

Rotary District 7545 that comprises all of WV held their yearly PETS training at the **Main Library**. The group partnered with the Embassy Suites for attendees from all over the state. The Main Library was chosen because of its ambience, large meeting space, and technology.

Sissonville Branch celebrated the decades with a special Teen Night. Games, refreshments, and come dressed as your "favorite 70s, 80s, 90s" characters were a big hit.

Gearing up for the Spring, the **Cross Lanes Branch** is getting ready for the next Seed Library. On display March through May, flower and vegetable seeds are free.

"Betwixt and Between", the **Dunbar Branch** partied with tweens with a night of crafts, games, and music. *Where a tween can be a tween.*

BLACK HISTORY MONTH

The Library System celebrated Black History Month with several special programs.

Dr. Michelle Foster promoted her new book, *Maximizing Impact: Success Strategies*.

Family STEM Night showcased inventions by African Americans with a free take home STEM kit.

YMCA partnered with KCPL to show the Oscar winning documentary, *Summer of Love*, on the 1969 Harlem Cultural Festival.

FREEGAL, KCPL's streaming music service, showcased 3.5 hours of free music by black artists.



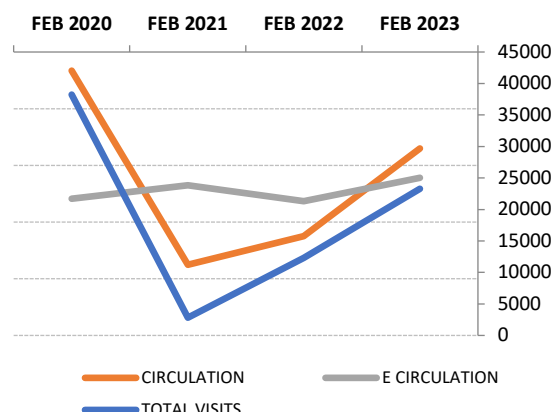
FACEBOOK....

"Elk Valley Branch Library had an A-MAZE-ing STEM night. This family braved the weather and had a lot of engineering fun. They had the brilliant idea to supplement our Make-A-Fort cardboard kit with interlocking foam mats. They kept saying they were going to stay 'all night' and build! 😊 All KCPL locations have STEM activities for kids; Elk Valley's next one is Kitchen Science on March 2!"

Circulation OVERVIEW

FEBRUARY SUMMARY

February's total circulation is **63,018**, higher than the previous January of **42,071**. The library system circulated **25,263** physical items, circulated **1,848** items within library facilities, and streamed or downloaded **27,810** items from the library's digital platforms. The library system added **1,897** physical items to the collection and weeded **4,525**. KCPL's total physical collection is **377,662** items, with Nitro and participating school collections totaling **599,687** items. Across the library system, there were **23,294** visitors last month.



STATISTICAL TRENDS



Special Collections

While our special collections are small, they impact the community in big ways. Circulated in February: **20** Hotspots, **75** Clendenin Kiosk, **17** Teacher Bags, **32** Laptops, **225** Video Games, and **55** Tools.



Digital Circulation

Compared to our overall circulation for this month, patrons downloaded, streamed, or viewed **45.8%** of library materials. The same month last year, **58%** of the overall circulation was digital.



Physical Format Circulation

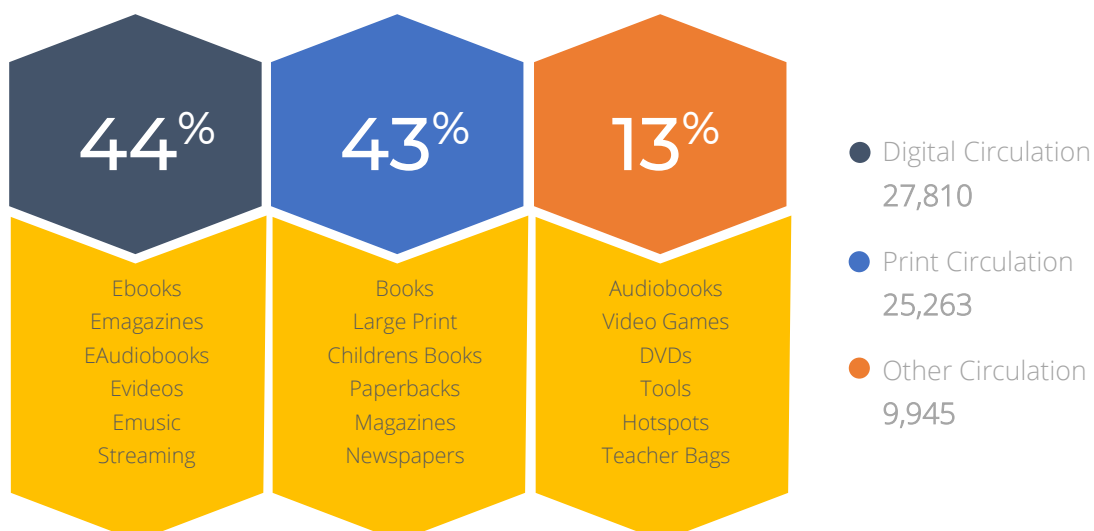
Per capita circulation, **Elk Valley** and the **Clendenin** branches had the highest number of average loans among the legal service area population. Bookmobile and Glasgow closures have impacted circulation.

Circulation BY THE NUMBERS

Circulation by Branch

	Physical Circulation	% of Total Circulation
▲ MAIN	13,641	41%
▲ ELK VALLEY	4,288	13%
▲ DUNBAR	3,511	11%
▲ ST. ALBANS	3,301	10%
▲ SISSONVILLE	2,469	7%
▲ RIVERSIDE AREA	2,350	7%
▲ CROSS LANES	2,211	7%
▲ CLENDENIN AREA	1,210	4%
<i>Total</i>	<i>32,981</i>	

The following table demonstrates the breakdown of the total monthly circulation for February 2023. The Kanawha County Public Library system follows the national trend for declining physical circulation, and increased digital circulation.



Revenue INCOME

	December 2022	July-December 2022	Budget 2022/2023
Levy Income			
Board of Education	\$34,809	\$1,808,484	\$2,993,451
County Commission	\$260,000	\$2,127,729	\$3,146,735
City of Charleston	\$79,684	\$557,785	\$1,045,686
Subtotal	\$374,493	\$4,493,998	\$7,185,872
State Income			
Grants in Aid	\$0	\$422,254	\$844,507
Grants in Aid-Nitro	\$0	\$17,429	\$34,859
Nitro Admin. Fee	\$0	\$3,816	\$5,090
Subtotal	\$0	\$443,499	\$884,456
Branch Support			
Clendenin	\$0	\$0	\$4,252
Cross Lanes	\$0	\$0	\$8,962
Dunbar	\$0	\$16,750	\$88,000
Elk Valley	\$0	\$0	\$8,726
Glasgow	\$0	\$0	\$511
Marmet	\$0	\$0	\$3,218
Riverside	\$0	\$0	\$4,502
St. Albans	\$0	\$0	\$70,000
Sissonville	\$0	\$0	\$8,078
Subtotal	\$0	\$16,750	\$196,249
Miscellaneous Receipts			
USAC Reimbursement	\$82,483	\$107,902	\$52,000
Unrealized Gain/Loss	\$27,973	\$24,220	\$0
Jacobson Interest	\$6,366	\$22,480	\$25,000
Foundation Contribution	\$0	\$0	\$10,000
All Other	\$27,960	\$129,749	\$96,400
Subtotal	\$144,782	\$284,351	\$183,400
Total Revenue	\$519,275	\$5,238,598	\$8,449,977

STATEMENT OF FUNDS

Operational Funds Balance	\$ 7,131,838
Special Funds Balance	\$140,875
Jacobson Trust	\$ 1,738,550
William Bradford Trust	\$322,311
Total Funds as of December 31, 2022	\$9,333,574

Library EXPENSES

	December 2022	July-December 2022	Budget 2022/2023
Personnel			
Salaries	\$324,787	\$1,734,317	\$4,104,458
Benefits	\$115,763	\$592,735	\$1,457,988
Subtotal	\$440,550	\$2,327,052	\$5,562,446
Collections			
Print	\$50,778	\$176,219	\$287,528
Media	\$4,887	\$45,414	\$200,000
Serials	\$0	\$23,794	\$35,000
Digital	\$7,731	\$64,273	\$195,605
Subtotal	\$63,396	\$309,700	\$718,133
Building and Equipment			
Automation	\$103,119	\$271,056	\$300,000
Building Rent	\$16,421	\$98,420	\$200,000
Contractual Services	\$13,644	\$104,591	\$110,000
Furniture/Equipment	\$3,798	\$21,845	\$100,000
Vehicle Maintenance	\$0	\$8,442	\$48,000
Other Building Expenses	\$29,551	\$364,994	\$239,800
Subtotal	\$166,533	\$869,348	\$997,800
Utilities			
Utilities	\$12,339	\$119,741	\$147,600
Telephone	\$1,862	\$18,730	\$43,000
Internet	\$8,877	\$62,000	\$160,000
Subtotal	\$23,078	\$200,471	\$350,600
Other Expenses			
Public Relations	\$19,365	\$194,360	\$295,000
Supplies	\$4,499	\$41,049	\$85,000
Insurance	\$0	\$49,919	\$100,000
Databases	\$12,104	\$100,833	\$195,198
Professional Fees	\$14,551	\$35,262	\$45,000
Capital Projects	\$159	\$142,005	\$0
Other	\$23,061	\$43,770	\$100,800
Subtotal	\$73,739	\$607,198	\$820,998
Total Expenses	\$767,296	\$4,313,769	\$8,449,977

From The FOUNDATION

Friends of the Library Steering Committee

“We got off to a great start with the Friend’s first Wine and Cheese Meet & Greet at the Main Library on January 19th. It was great to see everyone in person and be sure to look for more Meet & Greets in the coming months...” The Friends of the Library are actively recruiting new members and plan to hold the annual “Tisket” basket auction again this year.

KCPL wrapped up the final grant report for the City of **Charleston’s American Rescue Plan** allocations. The Library Foundation was awarded \$49,040 and spent \$48,665. The grant was used to purchase a laptop dispenser, a Charlie Cart, 3D printers and Cricut machines.

FINANCIAL POSITION

Available Assets	\$800,688
Pledges Receivable	\$3,250,830
Restricted Funds	\$566,927
NMTC Liability	\$222,438



Meet Lois

Since 2002, I’ve been the de facto Friend’s treasurer; receiving, tracking, and acknowledging membership dues and proceeds from various sales. I agree with Stan that it would be great if the Friends would become more involved with KCPL’s programs and other initiatives. I knit so I won’t kill people and it enables me to keep a weapon handy! Seriously, I find knitting to be a relaxing and comforting activity that allows me to turn squishy yarn into lovely and practical gifts for family and friends. My favorite music, The Nervous Eaters, Soraia, and Ryan Hamilton. While I do listen to and enjoy other genres of music, my love for classic rock will never die!

Director's OVERVIEW

As the Legislative session ends, it is unclear of the earmarks proposed by the new Library Commissioner, Randall Reid-Smith, have not been restored in the House Bill budget version. Additions to supplemental and capital library earmarks were in both the Governor's and Senate's budget. We are hopeful that in the last few days of session that these will be restored to the final budget.

Next Board Meeting is on Monday, April 10th, 4:00 PM at the Main Library in Charleston.

Personnel Committee Wednesday, March 22 at 3:00 p.m.

Building Committee Tuesday, March 28 at 2:00 p.m.

Public Services Committee Wednesday, April 19

Membership Committee Wednesday, April 2

BUILDING AND TECHNOLOGY

The Glasgow Library branch suffered water damage again earlier this month. Unfortunately, the Town has not fully fixed their building issues. Water flowed under the side door into the back of the room where several boxes of books were stacked in preparation for the April reopening. Currently, Library Administration has postponed reopening, and will seek a special board committee to address eastern library branches in depth.

St. Albans Branch fire remediation has completed, and the Facilities department is working closely with insurance on obtaining quotes to replace the carpeting and ceiling tiles. Reopening the 2nd floor is a top priority. The contractor for the elevator project has taken advantage of this closure to get ahead of abatement and demolition in preparation for the elevator installation in March.

The IT Department will be beta testing a new employee Intranet next month that will include discussion board, access to important operational and library policies and procedures, forms, and more. In addition, the department is testing a new technology that has great potential. A small device that acts as a mobile charging station which can be circulated. Library administrative teams are developing possible uses for operations and/or public use.

MEETINGS

The 2023 Legislative session occupied much of the administrative staff's time this month. The Director serves on the West Virginia Library Association Legislative Committee, with weekly check-ins on impacting bills. The Director and Assistant Director, along with Board Member Anne Silbernagel, visited a few of our delegates and senators. Most did not respond to our request for a meeting. Library Administration is actively planning a luncheon or gathering post-legislative session on an annual basis to keep our representatives connected to the importance of library service to the county.

Library Facilities and Administrative teams spent a considerable amount of time in February combing through every level of the Main Library to report final warranty issues to the renovation project management, Prayworks. The warranty on the construction ends March 4, 2023. While most issues are small, the Main Library renovation has two concerning problems to be addressed: the water leak on the fourth-floor children's lobby new addition, and the cornice work around both new additions. These are on track for resolution when the weather warms.

The Main Library was pleased to receive President Gordon Gee of West Virginia University in their "Ask Us Anything" session. Parents and potential students from the area had an opportunity to meet with WVU representatives and ask questions about campus life, classes, registration, and more, and was very well attended.

PROGRAMS AND OUTREACH

The new bookmobile is currently in production with an expected receive date in late July 2023. A graphic company is currently designing a vehicle wrap and will be working with our Marketing and Development Department on the final design. One trip is planned to Columbus, Ohio before the final delivery to inspect the progress of the construction and to request any changes. Meanwhile, Library Administration and the Eastern Libraries Branch Manager will be planning work sessions to consider new routes made possible by the smaller, more maneuverable vehicle.

The Library Director and Assistant Director have started their 2023 schedule of branch library and advisory board visits. The tours also include the affiliate, Nitro Public Library, to complete mandated inspections of library service and compliance. Most advisory boards have Spring fund raisers planned to raise local funds for this fiscal year.

LIBRARY PERSONNEL

The Human Resources Department, with the addition of a new team, has taken advantage of the new training center at main library. Several new employees were hired in February and scheduled for training in the high-tech lab that includes library equipment they will be using. Several departments participate throughout the 2-day session, including Circulation Services and Facilities and Security. Additionally, all branch libraries participated in training on new library technologies in preparation of reopening the Main Library on Sundays. As in the past, all branch employees rotate to operate on Sundays. The additional training was necessary to prepare branch staff on technologies yet to be implemented at their locations.

As the individual staff achievement "Linda G. Wright Award" annual award is sunsetted, the "Outstanding Service Award" has taken its place. This annual tradition of honoring an employee who goes above and beyond will be celebrated at March's Staff Development Day. SDD includes training, games, discussions, and a state of the state by the Library Director. The new Main Library serves as the hosting location. In the past, no library location could adequately hold nearly 140 employees, so it is advantageous to have these trainings for continuing education in our own library home.

Marketing STRATEGIES

KCPL IN THE NEWS

- Gazette-Mail article on KCPL programs and services, *February 1*
- WV Public Broadcasting interview with Erika, Library Legislative Day, *February 13*
- Envisionware Blog post highlighting Main's impact on Downtown Charleston, *February 21*
- Gazette-Mail article on Celtic Calling events March 1-5, including KCPL activities, *February 27*
- Suddenlink/Optimum TV, Branch TV spots on 10 cable channels in Kanawha and Putnam counties during prime time, *February*
- WV Public Radio running image radio spots, *February*
- WTSQ Radio running 40 spots promoting the KCPL App, *February*
- Digital billboards advertising the KCPL App, I-64 at Dunbar and on Corridor G., *February*

SOCIAL MEDIA TOOLS

Facebook	Twitter	Instagram	LinkedIn	Library App
5,615 Post Engagements	4,000 Impressions	8,800 Impressions	0 Post Impressions	623 new subscribers
253 Video Views	8 Mentions	1,900 Followers	34 Followers	524 Holds Placed
2,700 Page Views	2,700 Followers	6,300 Profile Reach		3,971 logins
11,946 Followers				Top Click - eLibrary

PATRON MARKETING

The Marketing and Development Department routinely promotes library services by using several methods. Digital marketing channels include Staff and Patron e-newsletters, website engagement, and digital display signage at all library locations. The team provide monthly library segments for WTSQ radio promoting the month's current library programming.

Along with traditional sign and poster creation for monthly programs across the library system, the M&D team are busy creating graphics for new library card selections. The old card will be retired with a newer, basic version. Additionally, KCPL will have 5 new, high graphic designs that patrons can choose for free. Library board members and staff will be voting on the top five designs from about twenty-five options.

MARCH 2023 Library Director's Report

Prepared by

Erika Connelly, Library Director

Tel: 304.343.4646 x1241

Statistical Team

Susan Murphy, Circulation Services Supervisor
Seth Newell, Technical Services and Collection Manager
Teddy Claypool, Information and Technology Manager
Stan Howell, Marketing & Development Manager

**Kanawha County
Public Library**



123 Capitol Street
Charleston, WV 25301



304-343-4646



erika.connelly@kcpls.org